



**San Luis Obispo County  
Tourism Business Improvement District Advisory Board  
(CBID)**

Board Meeting Minutes

August 19, 2015

12:00 p.m.

Apple Farm ~ Harvest Room  
2015 Monterey Street  
San Luis Obispo, CA 93401

**DRAFT UNTIL APPROVED**

**SLO CBID Members Present:**

Board: Shirley Lyon, Marjorie Ott, Lori Keller, Laila Kollmann, John King, Mike Hanchett  
CAO: Cheryl Cuming

Absent: Matt Masia; County Liaison: Nikki Schmidt

Guests: Linda Sanpei, Cow Parade; Kevin Bumen & Phil D'Acri, SLO County Regional Airport;  
Mark Elterman & John Sorgenfrei, Core Marketing Firm.

Note: John Sorgenfrei had to leave the meeting at 2:30pm.

**Call to Order** by Chair Shirley Lyon at 12:04 p.m.

**Public Comment:** None

**Administrative Items:**

- Consent Agenda

A motion was made by Laila Kollmann, seconded by Lori Keller to approve minutes. With no further discussion, these minutes were approved by a unanimous voice vote of the Advisory Board.

- Financials

CAO Cuming reviewed the reconciliation report, the budget to actual, and the local fund financials.

- Administrator's Report and Partner Update

CAO Cuming reviewed the Administrator's Highlights and the Visit SLO County activity report. SAVOR ticket sales total 2500, with 57% being from out of the area.

- Upcoming Events

SAVOR media event will be held on August 20<sup>th</sup>, from 11am to 1pm.

The next CBID Advisory Board meetings will be held 9/23 and 10/28.

### **Business/Presentations:**

Kevin Bumen and Phil D'Acri presented on behalf of the SLO County Regional Airport. Growth is currently 10-12% year over year. Two new daily flights to LAX and SFO have been added. Air service development is currently being considered with Denver, Seattle, Sacramento, Portland and Salt Lake City. The recent Small Airport Conference in Avila Beach was considered a success. John King asked about the impact of the Santa Maria airport. Kevin said that there had been a small leakage, and the largest leakage is to LAX – over 60% leave to fly from another airport. John Sorgenfrei said to consider that BIDs will invest in advance in markets where folks are flying from. John King inquired about where the parking revenue goes and Kevin said that it all goes to the airport directly.

Chardonnay Symposium: Linda Sanpei provided a recap of the event, which had 1200 attendees. The event garnered 65 million media impressions, 47 million of which were earned impressions. John King indicated that the quality of attendees was key, including 12 worldwide sommeliers. A funding request, for the 2016 event to be held May 12<sup>th</sup> through 14<sup>th</sup>, will be made later this year. Lori Keller asked about large sponsors and John King confirmed that it will be a focus in 2017. Shirley Lyon noted that the event has great potential.

Linda Sanpei also confirmed that Cal Poly has committed \$100,000 for the CowParade.

### **DISCUSSION ITEMS**

- Strategy/Topic Discussion

#### **El Niño & Possible Highway 1 Closures:**

John Sorgenfrei reviewed the El Niño strategy and the crisis communication plan steps. CAO Cuming noted that San Simeon had asked for such a plan and recommended that VSLOC become the lead on an overall county effort. A November 1<sup>st</sup> launch date is expected. John King commented that Avila Beach will flood and wanted to make sure there was focus on all destinations and not just the impact of Highway 1 on the North Coast region. Mike Hanchett said there needs to be focus on when the highway re-opens and getting the message out. Mike notes that occupancy decreases 25-33% when the highway is closed, and that talking to travel and trade groups has provided good points in how to get information to them, but still considering effective ways to communicate with chambers, visitor centers, hotels, etc. on sharing info. John Sorgenfrei said that mobile apps would allow for instant delivery.. Lori Keller noted the benefit of having one source of information and if VSLOC was developing a plan that it would be important to co-op rather than duplicate efforts. Mike Hanchett asked if the alert tool could be used in other areas like Avila Beach. John Sorgenfrei indicated that the message should be "We are open for business." The resource range to develop an El Nino plan would be \$2500-5000, and the funding request will be placed on the September agenda.

- Core Marketing Team

Mark Elterman provided info on the Peter Greenberg Hidden Gems co-op, at a cost of \$50,000, and would involve a three-day shoot dedicated to the Highway 1 Discovery Route and B-roll would be provided. Cost does not include lodging, food or transportation. Marjorie Ott indicated that she is very much in favor of this effort. CAO Cuming said that funds in the current budget

would need to be reallocated and the board asked that the CMT and CAO Cuming work on the final details directly with the MSC to determine if the CBID will pursue this opportunity.

### **Website Migration:**

Mark Elterman provided an update on which items have been completed and which are still left to be completed. Mike Hanchett noted our move away from Tier 1 hosting and that many of our current problems could have been avoided if the website had stayed where it was.

### **Dashboard Report:**

Mark Elterman reviewed the Year over Year comparison. Lori Keller asked if visitors are being re-targeted and Mark Elterman confirmed that they are. She also inquired about the email database growth from SAVOR and opportunities whereby we could match audience traits through Facebook and re-target to people who have "like" traits. Mark Elterman indicated there is a data manager from Experian and an option from QuantCast. Lori Keller indicated that she had done a test with ADARA and found the cost for acquisition to be very high.

### **Program Updates, including SAVOR:**

As we conclude our Getaway Promotion through SAVOR, there have been 9,000 new emails added to our list. Lori Keller had asked for additional info about California Wine Month, and Mark Elterman confirmed outreach has been through press releases by partnering with SLO Wine Country Alliance and Pacific Coast Wine Trail. On the Road with Jo updates included an update on the family reunion/multi-generational video, which is still in development.

Fall campaign creative ideas include: No Hurry, No Worry; With Every Curve; Reju-vacation; Sea Life on the Coast. These are being tested against "101 Miles of Did You See That?" Lori Keller commented that there's too much copy on each ad, the imagery is too complicated and to remove the "Enter Here" and just have "Win a Highway 1 Road Trip." Mike Hanchett thought the campaign should be simplified and reinforce the coast. Lori Keller's concern was readability. John Sorgenfrei observed that the board wants to emphasize the coast, , simplify the campaign and ensure readability, and the board agreed that the CMT could work directly with the MSC to execute the final artwork.

### **Stewardship Traveler Messaging Evolution:**

CAO Cuming and Mark Elterman reviewed the STP messaging refinement, which includes deepening the message, executing through program offerings like a wildlife viewing guide, history and heritage, and water conservation. Further development of additional copy points will be led by the MSC and the CMT>

### **Marketing Committee:**

CAO Cuming reviewed the Marketing Committee report.

### **Collaboration Committee:**

CAO Cuming reviewed the Collaboration Committee report.

### **Event Committee:**

There was no Event Committee meeting held this month, however, CAO Cuming did note that she connected with John King and Mike Hanchett via email regarding the Matching Fund application submission.

## **ACTION ITEMS**

### **Board seat renewals for Mike Hanchett, John King and Laila Kollmann:**

A motion was made by Marjorie Ott, seconded by Lori Keller to renew the board seats for Mike Hanchett, John King and Laila Kollmann. With no further discussion, these 3 renewals was approved by a unanimous voice vote of the Advisory Board.

### **Funding Discussion and Approval**

CAO Cuming reviewed 9 local fund application(s), 4 of which required CBID Board approval due to the funding amount.

### **Cayucos Concert Series Application:**

Laila Kollmann said there is currently no website and no marketing for the concert series and noted that County permit issues have been resolved. Verdin will be handling the marketing and a volunteer will act as promoter. Laila thinks its good exposure for the pier and has requested tracking of where folks are coming from.

A motion was made by Marjorie Ott and seconded by Mike Hanchett to approve \$13,000 for the Cayucos Beach Concert Series. With no further discussion, the local fund application was approved by a unanimous voice vote of the Advisory Board.

### **Cayucos Concert Series Matching Fund Application:**

Mike Hanchett asked how the series will impact multiple regions and create an out-of-town draw. Shirley Lyon noted that it's a new event with no track record, and that it has potential. She said that if it does well this year, people will come in the future. It was noted that the budget on the application is incorrect, showing only \$8,000 and that the VAC provided \$13,000. Laila Kollmann agreed with Mike's concerns and inquired if there was a branding opportunity for CBID. John King stated that he's generally in favor of events and would support if they could provide data. Laila noted that there will be surveys at the lodging properties and staff at the concert entrances. Mike felt that they met Policy #3 to promote tourism, but was concerned if they met #5 – impact multiple regions, opportunity for visitation growth and opportunity to extend the CBID brand. John King thought the application need to be clearer. The CBID Board asked matching fund application form be reviewed with the Events subcommittee, and recommendations be brought to the board in September. The CBID board encouraged the applicant to re-submit next year.

A motion was made by Mike Hanchett and seconded by John King to deny \$5,000 in matching funds for the Cayucos Concert Series. With no further discussion, the motion was denied by a unanimous voice vote of the Advisory Board.

### **San Simeon Tourism Alliance CowParade:**

A motion was made by Marjorie Ott, and seconded by Laila Kollmann, to approve \$7000 for the CowParade, contingent upon the approval of an additional cow being purchased by Hearst Ranch and/or Hearst Wine. With no further discussion, the local fund application was approved by a unanimous voice vote of the Advisory Board.

### **Avila Beach Administrative Contract Renewal:**

A motion was made by Marjorie Ott, and seconded by Laila Kollmann, to approve \$15,000 for the annual administrative contract renewal between Stephanie Rowe and Avila Beach Tourism Alliance. With no further discussion, the contract was approved by a unanimous voice vote of the Advisory Board.

**Closing Comments:**

None

**Future Agenda Items:**

Infrastructure and Beautification Grant Program

Support Funding of Highway 1 Alert (funded initially by SSTA)

Renewal of CAO Services contract (expired 12/31/15)

**Adjournment**

The meeting was adjourned at 3:13 p.m.